# **Community Adaptation Program**

Communications & Engagement 2020 Year In Review Report January 2021









## **CAP CHATS (2 in 2020)**

#### **June and November 2020**

#### **ENGAGEMENT / OUTREACH GOAL(S): Awareness, education**

- Originally envisioned as a way to attract hyper local community to view stormwater management improvements on neighbors' properties. Due to the pandemic CAP Chats transitioned into a virtual event.
- Audience: Anyone on-line. The first and second CAP Chats were streamed via Facebook live. The recording is available on the City's Office of Resilience website. Future editions will be recorded on Zoom for live and on demand viewing.









## **DIGITAL NEWSLETTERS (4 in 2020)**

Winter, Spring, Summer and Fall 2020

#### **ENGAGEMENT / OUTREACH GOAL(S): Awareness, education**

- Created for mass distribution online and via e-mail
- > Informs, engages and promotes NORA's capacity and work to the public.



Continuing to create affordable housing opportunities in the Lower Ninth Ward

NORA is excited to announce that the construction of 60 new homes in the Lower Ninth Ward for low-to-moderate income



In partnership with SBP, the groundbreaking ceremony held on January 30, 2020 kicked off the latest phase of the Lower Ninth Ward Development Initiative. The program will provide 60 affordable, multi-bedroom, energy-efficient rental units to low-moderate income families and veterans. Construction is expected to be completed by mid-summer 2020, just in time for the new school year

Partnering with local community development organizations to support commercial corridors

who are working to help revitalize various commercial corridors across New Orleans. The grant funds support outreach and assistance to businesses, corridor marketing initiatives, and expanding access to commercial resources.

Congratulations to Broad Community Connections, Mary Queen of Vietnam Community Development Corporation, Old Algiers Main Street Corporation, Oretha Castle Haley Boulevard Business and Merchants Association, NewCorp, Inc., and Ujamaa Community Development Corporation!





Numerous residents of the Gentilly Resilience District have been expressing their gratitude for NORA's Community on their properties, and improving quality of life.

Ms. Elena Evans, whose project has recently been complete used to experience routine flooding on her property around top) and a new infiltration trench (also known as a 'French drain," strategically placed along her property's perimeter to capture storm water runoff from her neighbor's property).

to handle storm events than it was prior to her applying to the Community Adaptation Program. "I can't say enough good towards continuing to see the positive impact that these

Since July of 2019, over 40 residential properties in the Gentilly Resilience District have been fitted with green infrastructure improvements as part of CAP Together, these completed projects are able to manage over 110,000 gallons of storm









### DIGITAL PRESENTATION

#### **July 2020**

#### **ENGAGEMENT / OUTREACH GOAL(S): Awareness, education**

- Video created for EPA award submission
- Audience: posted to YouTube and NORA's website after successful submission. Viewed nationally at minimum. Garnered attention from press, partner agencies, and state and local governments









#### **SOCIAL MEDIA**

#### **On-going**

# **ENGAGEMENT / OUTREACH GOAL(S): Education, Awareness, Promote**Resilience Planning and Stormwater Management

➤ NORA contracts with a 3<sup>rd</sup> party to ensure that the agency is engaged on social media regularly regarding the work we do. NORA posts original content as well as re-posts from the Mayor, Resilient NOLA and others as related to resilience.









